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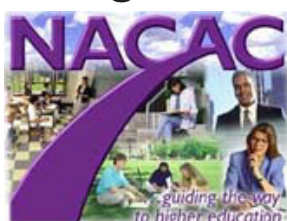


COUNSELOR CONNECTION

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NACAC to sponsor National College Fair

The National
College Fair,
sponsored by the
National Association
for College
Admission



Counseling (NACAC), will be held Sunday,
February 27, from 1 to 4 p.m. at the West
Hall of the Kentucky Fair and Exposition
Center in Louisville.

Admission representatives from 120
universities and colleges will be available to
answer questions and provide admission
information geared to high school freshmen,
sophomores and juniors. High school
counselors are encouraged to attend this
event with their students. Along with the
college fair, the following information
sessions will be provided throughout the
program:

- The Admission Process.
- NCAA Eligibility and the
Clearinghouse.
- Financial Aid/Financial Planning.
- The ACT and SAT.

Be sure to promote this event to your
freshmen, sophomores and juniors and plan
to attend yourself.

30 Seconds of Fame Contest

High School students
across the Commonwealth
have stepped forward to
get their chance in the
limelight. KHEAA and The
Student Loan People are
now in full swing with their
30 Seconds of Fame



Competition. Many high schools from across the state
expressed interest, and 15 to 20 schools are going to be
participating in the competition, which began January 24.
This contest allows students to develop an ad campaign for
the GoHigherKy.org website. Counselors and faculty
advisors at participating schools have helped students form
small teams of no more than five members in order for them
to participate in this free contest.

By taking part, students will get hands-on experience with
advertising and marketing professionals as they develop
their campaigns. This mentoring opportunity is designed to
supplement students' classroom learning. Their campaigns
will consist of a 30-second television commercial, an
8-by-11 print ad and a 60-second radio spot. Communica-
tions professionals from KHEAA/The Student Loan People
and New West, an integrated marketing firm based in
Louisville, will judge the competition.

Students are in the process of developing their campaign,
which is due February 18, and judging takes place the week
of February 21. The winning team will be notified on or
before March 28. The winning school will receive a \$1,000
cash prize, and a \$500 cash prize will be awarded to the
faculty advisor who guides the winning team. Each student
on the winning team will receive a director's chair.



College Goal SundaySM 2005 Revised Site List

In the last *Counselor Connection*, we published the dates and locations of the 2005 College Goal Sunday Sites. One site was inadvertently left out and some information has been changed. Below is the revised list. Please make sure your students are aware of all locations in your area. College Goal Sunday is February 27.

Ashland

Ashland Community and Technical College
J.B. Sowards Theatre
1400 College Drive

Bowling Green

Western Kentucky University
Downing University Center, Room 226
1 Big Red Way

Campbellsville

Campbellsville University
Student Union Building, Little Auditorium
1 University Drive

Crestview Hills

Thomas More College
Seiler Commons, Administration Building
333 Thomas More Parkway

Crestwood

South Oldham High School Cafeteria
5900 South Highway 329

Elizabethtown

Elizabethtown Community and Technical College
Central Regional Postsecondary Education Center, Room 505
610 College Street Road

Frankfort

Kentucky Higher Education Assistance Authority (KHEAA)
Paul P. Borden Conference Room
100 Airport Road

Hazard

Hazard Community and Technical College
Student Center, Cafeteria
One Community College Drive

Hopkinsville

Hopkinsville Community College
Auditorium Gallery
720 North Drive

Lexington

Lexington Community College
230 Oswald Building
Cooper Drive

Louisville

Male High School Auditorium and Gheens Center (attached)
4425 Preston Highway

St. Stephens Church
1008 South 15 Street

Madisonville

Madisonville Community College
Byrnes Auditorium, Hatley Building
750 North Laffoon Street

Morehead

Morehead State University
Crager Room
Third Floor Adron Doran University Center
University Boulevard

Owensboro

Kentucky Wesleyan College
Winchester Center, Rodgers Hall
3000 Frederica Street

Paducah

West Kentucky Community and Technical College
Crounse Hall, Room 101
4810 Alben Barkley Drive

Prestonsburg

Big Sandy Community and Technical College
Johnson Building, Room 102
One Bert T. Combs Drive

Richmond

Eastern Kentucky University
Student Services Center
Park Drive

Somerset

Somerset Community College
Cafeteria, Student Commons
808 Monticello Street

If you are in the Louisville area, please promote the free financial aid workshops sponsored by Jefferson County Public Schools, the Kentucky Higher Education Assistance Authority (KHEAA), The Student Loan Peoplesm, PNC Bank, Bellarmine University, Jefferson Community and Technical College, Spalding University, Sullivan University and the University of Louisville. All sessions start at 7:00 p.m. The sessions are for public school students in Jefferson, Bullitt, Oldham and Spencer counties.

Date	Location	Room	Date	Location	Room
January 27	Atherton High School Southern High School	Cafeteria Room 144	February 8	Bellarmine University	Wyatt Hall
January 31	South Oldham High School	Cafeteria	February 10	Central High School Eastern High School	Room 117 Auditorium
February 3	Fern Creek High School North Bullitt High School Pleasure Ridge Park H.S.	Auditorium Library Tech School			



Gene Weis Named Newest Outreach Counselor

Gene Weis of Louisville has joined The Student Loan People and KHEAA as an outreach counselor. Weis will travel the state with the College Info Road Show.



Gene Weis

The College Info Road Show is a 30-foot-long Winnebago equipped with laptop computer workstations that allow students to access the new GoHigherKY.org Web portal and other Internet sites. With the help of outreach counselors, students can access career information, search for colleges, find sources of financial aid, learn how to avoid common mistakes in applying for college and financial aid, and learn about student loans.

"I'm excited about being able to tell Kentuckians how important education after high school is," said Weis, a former college admissions counselor. He has also coached track and cross country at the University of Louisville, the University of Kentucky, Bellarmine University and Midway College. "My 20-plus years in a collegiate environment has shown me how important it is to go out in the state to reach parents and students to tell them about the benefits of getting a higher education."

Mark Hoover of KHEAA has been taking the College Info Road Show across Kentucky the past three years. With the hiring of Weis, the Road Show can now be on the road more frequently, increasing the number of Kentuckians it reaches with the message that higher education is both important and obtainable.

Outreach Registered with Electronic Resource Guide

Kentucky State Government has an electronic resource guide, <http://kycares.ky.gov>, for people seeking a variety of services. The site has over 46,000 services currently listed and more being added daily. The site includes specific information that provides program and location details about thousands of service providers throughout Kentucky. It takes users through a few simple steps to help them determine the type of service they need and where they need it. Visitors will find a list of service providers, ranging from administrators of basic needs to health care, community services and higher education planning and financing. Users will find addresses, hours of operation, contact persons, services, and other helpful information using this free service.

KHEAA and The Student Loan People have registered our outreach counseling services on the <http://kycares.ky.gov> site. Each of our nine regional outreach counselors can be accessed by name, subject or location within the state. Patrons interested in learning more about student financial aid, scholarships, student loans, work-study programs, printed materials, speakers bureaus and workshops can link to the outreach service provider available closest to their home or school.



Kentuckians all over the state can visit the site, searching for providers by ZIP Code, county or statewide. For example, if a user types in "education," "higher education" or "student loan," our listing will pop up.

For more information about this valuable free service, contact KyCARES toll-free at 1.888.567.1373 or e-mail KyCARES.support@ky.gov. The Frankfort area office phone number is 502.564.1257.



George Rogers Clark Student Wins Essay Contest

A Clark County high school junior has taken top honors in a \$500 scholarship essay contest and earned her school a photo shoot for pictures to be used in statewide college planning publications.

Sara Puckett's winning essay painted a warm portrait of George Rogers Clark High and put the reader squarely in the foyer before the first bell, the judging panel said. "You get a picture of that school," one judge said. "It feels warm."

Puckett wrote that every student is different, "but that doesn't stop the formation of friendships. This is what makes my school great. On a daily basis you will see a cheerleader walking down the hallway with a band member. Students at George Rogers Clark have crossed over the boundaries that typically separate students



Sara Puckett
Scholarship Winner

into cliques. Without boundaries, students can be themselves."

The contest, sponsored by the Kentucky Higher Education Assistance Authority and The Student Loan Peoplesm, gathered dozens of entries from throughout the state. Judges said picking a winner was difficult.

Puckett's essay was chosen from among several strong entries because

it demonstrated diversity of thought and freedom from judgment of her fellow students.

"Her essay was written in straightforward, unpretentious language that spoke of the sincerity of her words," one judge said. "Like all of the essays, hers conveyed a strong sense of pride in her school." Puckett wrote "from the heart of her school and made it seem as if anyone could walk into the doors and feel right at home," another judge said.

Puckett and other George Rogers Clark students will participate in a photo shoot at the school. The pictures will be used in free college planning guides targeted at each year of high school, posters, brochures and publications from KHEAA and The Student Loan People.

Beth Lane Joins Staff; Will Handle Byrd Scholarship

The newest member of the KHEAA Student Aid staff is Beth Lane. A graduate of Shelby County High School and the University of Kentucky, Beth worked for six years as a computer programmer at the Kentucky Retirement Systems before joining our staff in January.

Beth will be the Robert C. Byrd Honors Scholarship coordinator. She will also handle the KHEAA Work-Study Program and work as a liaison between the Student Aid Branch and the Information Technology Branch. Beth resides in Frankfort with her husband, Jim, and her two children, Allison and Christian. She enjoys spending time with her family and can often be found hunting wild turkey on pretty days in the spring.



Beth Lane

If you have questions about the Robert C. Byrd Honors Scholarship or the KHEAA Work-Study Program, please contact Beth at 502.696.7229 or blane@kheaa.com.

KHEAA and The Student Loan Peoplesm publish the *Counselor Connection* to share information about student financial aid, college preparation and college planning. Comments and suggestions are always welcome. Please send them to publications@kheaa.com.